104466 Orders Order / Rev: Alt Order #: 06832841 DSCC IE Product Desc: Estimate: 1407 Flight Dates: 10/16/12 - 10/22/12 Primary AE: Amy McCreary Original Date / Rev: 07/18/12 / 10/30/12 Sales Office: **BLPHI** Order Type: **GENERAL** Sales Region: National Agency Name: **Great American Media Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 1010 Wisconsin Ave. NW EOM/EOC Billing Cycle: Washington, DC 20007 Agency Commission: 15% 200UseA **Democratic Senatorial Campaign Corr** Advertiser Name: A35+ Demographic: New Business Thru: **Product Codes:** PLI2,PLI1 Order Separation: 00:05:00 SELECT PRIORITY CODE Priority: Advertiser External ID: POLITICAL/AGY, PISSUE, GEN

Rill Dian

| Dill t lail | | | | |
|-------------|----------|---------|--------------|-------------|
| Start Date | End Date | # Spots | Gross Amount | Net Amount |
| 10/01/12 | 10/22/12 | 127 | \$101,550.00 | \$86,317.50 |

Totals

Agency External ID:

| Month | # Spots | Gross Amount | Net Amount | Rating |
|--------------|---------|--------------|-------------|--------|
| October 2012 | 127 | \$101,550.00 | \$86,317.50 | 0.00 |
| Totals | 127 | \$101.550.00 | \$86.317.50 | 0.00 |

Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Amy McCreary | | | Start Of Order - End Of Order | 100% |

| Order Share | Share | Total |
|-------------|-------|--------------|
| KSNV | 28% | \$101,550.00 |
| Market | 100% | \$362,678,57 |

Revenue Codes:

| Competitive Share | Share | Total |
|-------------------|-------|--------------|
| CABLE | 0% | \$0.00 |
| KBLR | 0% | \$0.00 |
| KFBT | 0% | \$0.00 |
| KINC | 0% | \$0.00 |
| KLAS | 29% | \$105,176.79 |
| KLVX | 0% | \$0.00 |
| KSNV- | 0% | \$0.00 |
| KTNV | 18% | \$65,282.14 |
| KTUD | 1% | \$3,626.79 |
| KVVU | 17% | \$61,655.36 |
| KVWB | 0% | \$0.00 |
| LV1 | 0% | \$0.00 |
| UNKWN | 7% | \$25,387.50 |

| Lr | Ch | Start | End | Inventory Code | Break | Start/End Ti | me Days | Len Spot | ts | Rate Pri | Rtg Type | Spots | Amount |
|-----|-----------|----------|----------|-------------------|----------|--------------|---------|----------|----|-----------|----------|-------|------------|
| E 1 | KSNV | 10/16/12 | 10/19/12 | M-F 5-6a WakeUp w | ₩ø | 5-6a | -TWTF | :30 | 4 | \$450.001 | 0.00 NM | 4 | \$1,800.00 |
| | | | | M-F 5-6a WakeUp w | /Wagners | | | | | | | | |
| | NEWS | | | | | | | | | | | | |
| | Star | t Date | End Date | Weekdays Sr | ots/Week | <u>Rate</u> | Rating | | | | | | |
| 1 | Veek: 10/ | 15/12 | 10/21/12 | ~TWTF~~ | 4 | \$450.00 | 0.00 | | | | | | |

Print Date: 10/30/12 17:16:43 Page 2 of 7

KSNV

Order / Rev:

104466

Advertiser:

Democratic Senatorial Campaign Comm

Alt Order #:

06832841

Product Desc:

DSCC IE

Flight Dates:

10/16/12 - 10/22/12

Estimate:

1407

| Ln Ch | Start | End | Inventory Code | Break | Start/End T | ime Days | Len Sp | ots | Rate Pri | Rtg Type | Spots | Amount |
|---------------------------------|---------------------------|-------------------------|--------------------------------------|--------------------|-------------------------|-----------------------|--------|------|-------------|----------------|-------|------------|
| E 2 KSNV | 10/22/1 | 2 10/22/12 | M-F 5-6a WakeU M-F 5-6a WakeU | | 5-6a | M | :30 | 1 | \$450.001 | 0.00 NM | 1 | \$450.00 |
| NEWS Sta | rt Date | End Date | Weekdays | Spots/Week | <u>Rate</u> | Rating | | | | | | |
| Week: 10/ | | 10/28/12 | M | <u>opots/vvcek</u> | \$450.00 | 0.00 | | | | | | |
| E 3 KSNV | 10/16/1 | 2 10/21/12 | Wake Up Early w Wake Up Early V | • | 430a-5a | -TWTS | :30 | 4 | \$200.001 | 0.00 NM | 4 | \$800.00 |
| NEWS <u>Sta</u> Week: 10/ | rt Date | End Date 10/21/12 | <u>Weekdays</u> -TwTS | Spots/Week | <u>Rate</u> \$200.00 | Rating 0.00 | | | | | | |
| E 4 KSNV | | | M-F 6-7a WakeU M-F 6-7a WakeU | p w/Wa@M | 6-7a | -TWTF | :30 | 4 | \$700.001 | 0.00 NM | 4 | \$2,800.00 |
| NEWS | | = IB (| 107 4 1 | | 5.4 | | | | | | | |
| Sta Week: 10/ | rt Date 15/12 | End Date 10/21/12 | <u>Weekdays</u> -TWTF | Spots/Week 4 | <u>Rate</u> \$700.00 | Rating 0.00 | | | | | | |
| | | | M-F 6-7a WakeU | | 6-7a | M | :30 | 1 | \$700.001 | 0.00 NM | 1 | \$700.00 |
| NEWS | , , , , | | M-F 6-7a WakeU | | | | | , | 4. 40.04 | 0100 11111 | · | ψ, 50.00 |
| | rt Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | <u>Rating</u> | | | | | | |
| Week: 10/ | | 10/28/12 | M | 1 | \$700.00 | 0.00 | .00 | | #000 004 | 0.00 NM | _ | 0000.00 |
| E 6 KSNV | 10/22/1 | 12 10/22/12 | Today Show Today Show | СМ | 658a-9am | M | :30 | 1 | \$900.001 | 0.00 NM | 1 | \$900.00 |
| TODAY | | | • | | | | | | | | | |
| | rt Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | Rating | | | | | | |
| Week: 10/ | | 10/28/12 12 10/19/12 | M Today Show | 1 CM | \$900.00 658a-9am | 0.00 -TWTF | :30 | | \$900,001 | 0.00 NM | | ቀ። ሮስሲ ሰብ |
| TODAY | | iż 10/19/12 | Today Show | Civi | 0004-98111 | - I W I F | .30 | 4 | 1 00,00e¢ | U.UU INIVI | 4 | \$3,600.00 |
| | rt Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | Rating | | | | | | |
| Week: 10/ | 15/12 | 10/21/12 | -TWTF | 4 | \$900.00 | 0.00 | | | | | | |
| E 8 KSNV NES | 10/20/1 | 12 10/20/12 | News 3 Sunrise - News 3 Sunrise : | | 6а-7а | S- | :30 | 1 | \$375.001 | 0.00 NM | 1 | \$375.00 |
| | rt Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | Rating | | | | | | |
| Week: 10/ | 15/12 | 10/21/12 | S- | 1 | \$375.00 | 0.00 | | | | | | |
| E 9 KSNV SATTO | | 12 10/20/12 | Saturday Today Saturday Today | CM | 7a-9am | S- | :30 | 2 | \$625.001 | 0.00 NM | 2 | \$1,250.00 |
| | irt Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | |
| Week: 10/ | | 10/21/12 | S- | 2 | | 0.00 | | | | | | |
| | 10/21/ | 12 10/21/12 | News 3 Sunrise - News 3 Sunrise | | 6а-7а | S | :30 | 1 | \$375.001 | 0.00 NM | 1 | \$375.00 |
| NEWS | et Data | End Data | Maakdaya | Snoto Milaak | Data | Doting | | | | | | |
| <u>عند</u> Week: 10 | <u>rt Date</u> /15/12 | End Date 10/21/12 | <u>Weekdays</u> S | Spots/Week 1 | <u>Rate</u> \$375.00 | <u>Rating</u> 0.00 | | | | | | |
| E11 KSNV | 10/21/ | | Sunday Today Sunday Today | СМ | 7a-8am | S | :30 | 1 | \$750.001 | 0.00 NM | 1 | \$750.00 |
| SUN TO | | | | | _ | | | | | | | |
| Week: 10 | | End Date 10/21/12 | Weekdays S | Spots/Week 1 | \$750.00 | Rating 0.00 | | ···· | | | | |
| E 12 KSNV MTP | 10/21/ | 12 10/21/12 | Meet the Press Meet the Press | CM | 8a-9am | S | :30 | 1 | \$3,000.001 | 0.00 NM | 1 | \$3,000.00 |
| | art Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | Rating | | | | | | |
| Week: 10 | | 10/21/12 | S | | \$3,000.00 | 0.00 | | | | | | |
| | 10/21/ | 12 10/21/12 | News 3 Today W News 3 Today | knd CM | 9a-930am | S | :30 | 1 | \$500.001 | 0.00 NM | 1 | \$500.00 |
| NEWS | h | Prod D-4- | Manketere | On a la 861 1- | m | D-R | | | | | İ | |
| <u>Sta</u> Week: 10 | art <u>Date</u> /15/12 | End Date 10/21/12 | <u>Weekdays</u> S | Spots/Week 1 | <u>Rate</u> \$500.00 | <u>Rating</u> 0.00 | | | | | | |
| E 14 KSNV | | | | CM | 9:30a-10a | S | :30 | 1 | \$600.001 | 0,00 NM | 1 | \$600.00 |
| | ,, | | | | | | | • | , , | | • ' | φ500. |

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Page 3 of 7

Order / Rev:

104466

Advertiser:

Democratic Senatorial Campaign Comm

Alt Order #:

06832841

Product Desc:

DSCC IE

KSNV

Flight Dates:

10/16/12 - 10/22/12

Estimate:

1407

| Ln Ch | Start | End | Inventory Code | | Start/End Ti | me Days | Len Spo | ots | Rate Pri | Rtg Type S | Spots | Amount |
|--|---|---|---|---|--|--|---------------------------|------------|--|-------------------------------------|-------|--|
| | | | Chris Matthews 9:3 | | | _ | | | | | | |
| СМ | | | Chris Matthews St | UN 9:30am | | | | | | | | |
| | art Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | 1 | | |
| Week: 10/ | | 10/21/12 | S | 1 | \$600.00 | 0.00 | | | | | | |
| E 15 KSNV | 10/16/1 | 2 10/19/12 | M-F Today Show i | I 3rd HGM | 9-10a | -TWTF | :30 | 4 | \$425.001 | 0.00 NM | 4 | \$1,700.00 |
| | | | M-F Today Show I | II | | | | | | | | |
| TODAY | | | | | | | | | | | | |
| | art Date | End Date 10/21/12 | <u>Weekdays</u> -TWTF | Spots/Week | Rate | Rating | | | | l | | |
| Week: 10/ | | | M-F Today Show I | 4 | \$425.00 | 0.00 M | :30 | | 0.405.004 | 0.00 NM | 4 | # 405.00 |
| E 10 KSNV | 10/22/1 | 2 10/22/12 | M-F Today Show I | | 9-10a | v | ,50 | 1 | \$425.001 | U.UU INIVI | 1 | \$425.00 |
| TODAY | / II | | Win Today Offow | " | | | | | | | | |
| | art Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | |
| Week: 10 | /22/12 | 10/28/12 | M | 1 | \$425.00 | 0.00 | | | | | | |
| E 17 KSNV | 10/22/1 | 2 10/22/12 | M-F Today Show I | II 4th 18M | 10am-11am | M | :30 | 1 | \$325.001 | 0.00 NM | 1 | \$325.00 |
| | | | Today 4th Hour | | | | | | | | | |
| TODAY | | | | | | | | | | | | |
| | art Date | End Date | <u>Weekdays</u> M | Spots/Week | Rate | Rating | | | | | | |
| Week: 10 | | 10/28/12 | | 1 | \$325.00 | 0.00 | .00 | | 0005.004 | 0.00.3184 | | #4 000 00 |
| E 18 KSNV | 10/16/1 | 2 10/19/12 | M-F Today Show I Today 4th Hour | III 4th Buvi | 10am-11am | -TWTF | :30 | 4 | \$325.001 | 0.00 NM | 4 | \$1,300.00 |
| TODAY | / III | | Today 4th Flour | | | | | | | | | |
| | art Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | | |
| Week: 10 | | 10/21/12 | -TWTF | 4 | \$325.00 | 0.00 | | | | | | |
| F 19 KSNV | 10/16/1 | 2 10/19/12 | Rachael Ray | СМ | 11am-12pm | -TWTF | ;30 | 4 | \$325.001 | 0.00 NM | 3 | \$975.00 |
| | | | Rachael Ray | | | | | | | | | |
| | | | , ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,, | | | | | | | | | |
| RR | | | · | | | | | | | | | |
| RR <u>Sta</u> | art Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | Rating | | | | | | |
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| RR <u>Sta</u> Week: 10 <u>Spot</u> <u>Ch</u> | /15/12 h <u>Date Ra</u> | 10/21/12 ange D | Weekdays -TWTF escription | 4 Start | \$325.00 /End Time | 0.00 <u>W</u> | <u>eekdays</u> WThF~~~ | <u>Ler</u> | - | <u>Rtg Type</u> → 0.00 <i>NM</i> | | |
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| RR Sta Week: 10. Spot Cl 4 KSNV Un [NI E 20 KSNV RR Week: 10 E 21 KSNV NEWS Sta Week: 10 E 22 KSNV NEWS Week: 10 E 22 KSNV | 0/15/12 h Date Ra V 10/15/1: dresolved EWS INT 7 10/22/1 art Date 0/22/12 7 10/16/1 art Date 0/22/12 7 10/16/1 art Date 0/15/12 | 10/21/12 ange D 2-10/21/12 F ERUPT - BI 12 10/22/12 End Date 10/28/12 End Date 10/28/12 12 10/19/12 End Date 10/28/12 End Date 10/28/12 | Weekdays -TWTF Pescription Pachael Ray DEN IN TOWN] Rachael Ray Weekdays M Noon News Noon News Weekdays M Noon News | 4 Start 11ar CM Spots/Week 1 CM Spots/Week 1 CM Spots/Week 4 pm CM | \$325.00 <u>/End Time</u> n-12pm 11am-12pm Rate \$325.00 12-1230pm Rate \$425.00 12-1230pm Rate \$425.00 | 0.00 W -1 M Rating 0.00 M Rating 0.00 -TwTF Rating 0.00 | :30 :30 | 1 1 4 | \$325.001 \$325.001 \$425.001 | 0.00 NM 0.00 NM 0.00 NM | 1 | \$425.00 \$1,700.00 |
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| RR Sta Week: 10. Spot Ct 4 KSNV Un [NI E 20 KSNV RR Sta Week: 10 E 21 KSNV NEWS Sta Week: 10 E 22 KSNV NEWS Sta Week: 10 E 23 KSNV AGENI E 24 KSNV AGENI E 24 KSNV AGENI E 24 KSNV | o/15/12 h Date Ra v 10/15/1: nresolved EWS INT r 10/22/1 art Date 0/22/12 r 10/22/1 art Date 0/22/12 r 10/16/1 art Date 0/15/12 r 10/16/2 DA cart Date 0/15/12 r 10/22/2 DA cart Date | 10/21/12 ange D 2-10/21/12 F ERUPT - BI 12 10/22/12 End Date 10/28/12 12 10/22/12 End Date 10/28/12 12 10/19/12 End Date 10/21/12 12 10/19/12 End Date 10/21/12 12 10/19/12 End Date 10/21/12 End Date | Weekdays —TWTF— escription lachael Ray DEN IN TOWN] Rachael Ray Rachael Ray Weekdays M———— Noon News Noon News Noon News Noon News Noon News TWTF— The Agenda 1230 | 4 Start 11ar CM Spots/Week 1 CM Spots/Week 4 Dpm CM Dpm Spots/Week 4 Dpm CM Dpm Spots/Week 4 Dpm CM Dpm Spots/Week | \$325.00 /End Time n-12pm 11am-12pm Rate \$325.00 12-1230pm Rate \$425.00 12-1230pm Rate \$425.00 1230-1p Rate \$325.00 1230-1p Rate \$325.00 Rate \$425.00 | 0.00 M Rating 0.00 M Rating 0.00 -TWTF Rating 0.00 -TWTF Rating 0.00 Rating 0.00 -TWTF | :30 :30 :30 | 1 1 4 | \$325.001 \$425.001 \$425.001 \$325.001 | 0.00 NM 0.00 NM 0.00 NM | 1 | \$425.00 \$1,700.00 \$1,300.00 |
| RR | 0/15/12 h Date Ra v 10/15/1: nresolved EWS INT v 10/22/1 art Date 0/22/12 v 10/22/1 art Date 0/22/12 v 10/16/1 art Date 0/15/12 v 10/16/2 DA art Date 0/15/12 v 10/22/2 DA art Date 0/22/12 | 10/21/12 ange D 2-10/21/12 F 2-10/21/12 F ERUPT - BI 12 10/22/12 End Date 10/28/12 12 10/19/12 End Date 10/21/12 End Date 10/21/12 End Date 10/21/12 End Date 10/21/12 | Weekdays —TWTF— Pescription Pachael Ray DEN IN TOWN] Rachael Ray Weekdays ———— Noon News Noon News Noon News Noon News Noon News TWTF— The Agenda 1230 | 4 Start 11ar CM Spots/Week 1 CM Spots/Week 4 DM Spots/Week 4 DM Spots/Week 4 DM Spots/Week 4 DM Spots/Week 1 Spots/Week 1 | \$325.00 /End Time n-12pm 11am-12pm Rate \$325.00 12-1230pm Rate \$425.00 12-1230pm Rate \$425.00 1230-1p Rate \$325.00 1230-1p | 0.00 M Rating 0.00 M Rating 0.00 -TWTF Rating 0.00 -TWTF Rating 0.00 M | :30 :30 :30 | 1 1 4 | \$325.001 \$425.001 \$425.001 \$325.001 | 0.00 NM 0.00 NM 0.00 NM | 1 | \$325.00 \$425.00 \$1,700.00 \$1,300.00 |
| RR | 0/15/12 h Date Ra v 10/15/1: nresolved EWS INT v 10/22/1 art Date 0/22/12 v 10/22/1 art Date 0/22/12 v 10/16/1 art Date 0/15/12 v 10/16/2 DA art Date 0/15/12 v 10/22/2 DA art Date 0/22/12 | 10/21/12 ange D 2-10/21/12 F 2-10/21/12 F ERUPT - BI 12 10/22/12 End Date 10/28/12 12 10/19/12 End Date 10/21/12 End Date 10/21/12 End Date 10/21/12 End Date 10/21/12 | Weekdays —TWTF— escription lachael Ray DEN IN TOWN] Rachael Ray Rachael Ray Weekdays M———— Noon News Noon News Noon News Noon News Noon News TWTF— The Agenda 1230 | Spots/Week 1 CM Spots/Week 1 CM Spots/Week 4 DDM Spots/Week 4 DDM Spots/Week 4 DDM Spots/Week 4 DDM Spots/Week 1 CM DDM Spots/Week 1 CM | \$325.00 /End Time n-12pm 11am-12pm Rate \$325.00 12-1230pm Rate \$425.00 12-1230pm Rate \$425.00 1230-1p Rate \$325.00 1230-1p Rate \$325.00 Rate \$425.00 | 0.00 M Rating 0.00 M Rating 0.00 -TWTF Rating 0.00 -TWTF Rating 0.00 Rating 0.00 -TWTF | :30 :30 :30 | 1 1 4 | \$325.001 \$425.001 \$425.001 \$325.001 | 0.00 NM 0.00 NM 0.00 NM | 1 | \$425.00 \$1,700.00 \$1,300.00 |

Print Date: 10/30/12 17:16:43 Page 4 of 7

KSNV

Order / Rev:

104466

Advertiser:

Democratic Senatorial Campaign Comm

Alt Order #:

06832841

Product Desc:

Flight Dates:

10/16/12 - 10/22/12

Estimate:

DSCC IE 1407

| DAYS <u>Start Date</u> <u>End I</u> Week: 10/22/12 10/28 E 26 KSNV 10/16/12 10/4 | Date Weekdays S | | | | | | | - | | |
|---|--|-----------------|-------------------------|------------------------|-----|---|------------------|-----------------|---|------------|
| | | pots/Week 1 | <u>Rate</u> \$425.00 | Rating 0.00 | | | | | | |
| D.1370 | 19/12 Days of our Lives Days of our Lives | СМ | 1258p-2pm | -TWTF | :30 | 4 | \$425.001 | 0.00 NM | 4 | \$1,700.00 |
| DAYS <u>Start Date</u> <u>End I</u> Week: 10/15/12 10/21 | | Spots/Week 4 | <u>Rate</u> \$425.00 | Rating 0.00 | | | | | | |
| E 27 KSNV 10/16/12 10/1 | 19/12 The Doctors The Doctors | СМ | 2pm-3pm | TWTF | :30 | 4 | \$325.001 | 0.00 NM | 4 | \$1,300.00 |
| Start Date End I Week: 10/15/12 10/21 | · · · · · · · · · · · · · · · · · · · | Spots/Week 4 | <u>Rate</u> \$325.00 | Rating 0.00 | | | | 110-7 | | |
| E 28 KSNV 10/22/12 10/2 | 22/12 The Doctors The Doctors | СМ | 2pm-3pm | M | :30 | 1 | \$325.001 | 0.00 NM | 1 | \$325.00 |
| <u>Start Date</u> <u>End</u> Week: 10/22/12 10/28 | B/12 M | Spots/Week 1 | <u>Rate</u> \$325.00 | Rating 0.00 | | | | <u></u> | | |
| E 29 KSNV 10/22/12 10/2 | 22/12 Dr. Phil Dr Phil | СМ | 3-4p | M | :30 | 1 | \$450.001 | 0.00 NM | 1 | \$450.00 |
| <u>Start Date</u> <u>End</u> Week: 10/22/12 10/28 | 8/12 M | Spots/Week 1 | <u>Rate</u> \$450.00 | Rating 0.00 | | | | | | |
| E 30 KSNV 10/16/12 10/ | 19/12 Dr. Phil Dr Phil | СМ | 3-4p | -TWTF | :30 | 4 | \$450.001 | 0.00 N M | 4 | \$1,800.00 |
| <u>Start Date</u> <u>End</u> Week: 10/15/12 10/2 | 1/12 -TWTF | Spots/Week 4 | Rate \$450.00 | Rating 0.00 | | | | | | |
| E 31 KSNV 10/16/12 10/ NEWS | 19/12 NEWS 3 at 4 (1 HC 4PM NEWS (1 hou | | 4-5pm (4:00 PM-4:30 | -TWTF O PM) | :30 | 4 | \$725.001 | 0.00 NM | 4 | \$2,900.00 |
| <u>Start Date</u> <u>End</u> Week: 10/15/12 10/2 | 1/12 -TWTF | Spots/Week 4 | Rate \$725.00 | Rating 0.00 | | | \$705.004 | 0.00.1114 | | 4775 00 |
| E 32 KSNV 10/22/12 10/3 | 4PM NEWS (1 hou | , | 4-5pm (4:00 PM-4:30 | M 0 PM) | :30 | 1 | \$725.001 | 0.00 NM | 1 | \$725.00 |
| Start Date End Week: 10/22/12 10/29 | 8/12 M | Spots/Week 1 | Rate \$725.00 | Rating 0.00 | .00 | | \$705.004 | 0.00 1114 | | ****** |
| E 33 KSNV 10/22/12 10/3 | 4PM NEWS (1 hou | | 4-5pm (4:30 PM-5:00 | M 0 PM) | :30 | 1 | \$725.001 | 0.00 NM | 1 | \$725.00 |
| Week: 10/22/12 10/2 | 8/12 M | Spots/Week 1 | Rate \$725.00 | Rating 0.00 TWTF | :30 | 4 | \$725.001 | 0.00 NM | 4 | P2 000 00 |
| E 34 KSNV 10/16/12 10/ NEWS | 4PM NEWS (1 hou | | 4-5pm (4:30 PM-5:00 | | .50 | 4 | \$725.001 | O.OO INIVI | 4 | \$2,900.00 |
| <u>Start Date</u> <u>End</u> Week: 10/15/12 10/2 | | Spots/Week 4 | <u>Rate</u> \$725.00 | Rating 0.00 | | | | | | |
| E 35 KSNV 10/22/12 10/ NEWS | 22/12 M-F Early News M-F Early News | СМ | 5-630p | M | :30 | 2 | \$1,200.001 | 0.00 NM | 2 | \$2,400.00 |
| <u>Start Date</u> <u>End</u> Week: 10/22/12 10/2 | 8/12 M | | Rate \$1,200.00 | Rating 0.00 | | | | | | |
| E 36 KSNV 10/16/12 10/ | 19/12 M-F Early News M-F Early News | СМ | 5-630p | -TWTF | :30 | 8 | \$1,200.001 | 0.00 NM | 8 | \$9,600.00 |
| <u>Start Date</u> <u>End</u> Week; 10/15/12 10/2 | 1/12 -TWTF | | Rate \$1,200.00 | Rating 0,00 | | | | | | • |
| | 20/12 Sa-Su Early News | CM | 5pm-630pm | S- | :30 | 2 | \$675.001 | 0.00 NM | 2 | \$1,350.00 |

Print Date: 10/30/12 17:16:43 Page 5 of 7

KSNV

Order / Rev:

104466

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Democratic Senatorial Campaign Comm

Alt Order #:

06832841

Product Desc:

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Flight Dates:

SVU

10/16/12 - 10/22/12

Estimate:

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Ln Ch Start End Inventory Code Break Start/End Time Davs Len Spots Rate Pri Rtg Type Spots Amount •30 \$675,001 0.00 NM \$1,350,00 E37 KSNV 10/20/12 10/20/12 Sa-Su Early News CM 5pm-630pm ----5-2 2 Sa-Su Early News **NEWS** Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/15/12 10/21/12 ----5-\$675.00 0.00 E38 KSNV 10/16/12 10/19/12 M-F Jeop/Wheel CM 630-730pm ~TWTF~~ :30 4 \$1,300,001 0.00 NM \$5,200,00 M-F Jeopardy/Wheel of Fortune JEP/WHEEL End Date Weekdays Spots/Week Rating Start Date Rate Week: 10/15/12 10/21/12 -TWTF--4 \$1,300.00 0.00 Description Start/End Time Length Rate Rtg Type Ch Date Range Weekdays :30(\$1,300,00) 0.00 NM 1 KSNV 10/15/12-10/21/12 M-F Jeop/Wheel 630-730pm -TWThF----See MG 38.5 IPGM CHG = JEOP OR WHEEL IN PRIME1 5 KSNV 10/16/12-10/16/12 SIGN ON-SIGN OFF 5a-459a (9:30 PM-10:30 I-T-----:30 \$1.300.00 0.00 NM MG for 38.1 10/16 [INV CODE] \$1,300.001 0.00 NM E 39 KSNV 10/22/12 10/22/12 M-F Jeop/Wheel CM 630-730pm .30 \$1,300.00 M----M-F Jeopardy/Wheel of Fortune JEP/WHEEL Start Date **End Date Weekdays** Spots/Week Rate Rating Week: 10/22/12 10/28/12 M----1 \$1,300.00 0.00 Start/End Time **Description** <u>Weekdays</u> <u>Length</u> Rate Rtg Type Spot Ch Date Range :30(\$1,300.00) 0.00 NM 1 KSNV 10/22/12-10/28/12 M-F Jeop/Wheel 630-730pm See MG 39.2 [na debates] (9:30 PM-10:30 M-----:30 \$1,300.00 0.00 NM 2 KSNV 10/22/12-10/22/12 SIGN ON-SIGN OFF 5a-459a (f) MG for 39.1 10/22 IINV CODET M----E 40 KSNV 10/22/12 10/22/12 FacetoFace/Ralston Rep@M 730-758pm :30 \$900.001 0.00 NM \$900.00 Face to Face w/ J.Ralston FACE Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 10/22/12 10/28/12 M----\$900.00 0.00 Ch Date Range Description Start/End Time <u>Weekdays</u> <u>Length</u> Rate Rtg Type (\$900.00) 0.00 NM 1 KSNV 10/22/12-10/28/12 FacetoFace/Ralston Report 730-758pm :30 See MG 40.2 [PGM CHG = NBC DEBATE] 2 KSNV 10/22/12-10/22/12 RALSTON in PRIME 8-11pm :30 \$900,00 0,00 NM (ii) MG for 40.1 10/22 [INV CODE] E 41 KSNV 10/16/12 10/19/12 FacetoFace/Ralston Rep@M 730-758pm -TWTF--:30 \$900.001 0.00 NM \$3,600.00 Face to Face w/ J.Ralston FACE **End Date** Weekdays Spots/Week Rate Rating Start Date \$900.00 Week: 10/15/12 10/21/12 -TWTF--0.00 Start/End Time <u>Weekdays</u> Length Rate Rtg Type Spot Ch Date Range Description 1 KSNV 10/15/12-10/21/12 FacetoFace/Ralston Report 730-758pm -TWThF----:30 (\$900.00) 0.00 NM See MG 41.5 [PGM CHG = NBC DEBATE] \$900.00 0.00 NM 5 KSNV 10/16/12-10/16/12 RALSTON in PRIME 8-11pm :30 MG for 41.1 10/16 [INV CODE] E 44 KSNV 10/19/12 10/19/12 Fri PR 9-10p CM 9-10pm ---F--:30 \$2,600,001 0.00 NM \$2,600.00 Friday Prime 9-10pm GRIMM Spots/Week Start Date End Date Weekdays <u>Rate</u> Rating \$2,600.00 0.00 10/21/12 1 Week: 10/15/12 E 45 KSNV 10/20/12 10/20/12 Sat PR 10-11p CM 10-11pm ----S-:30 1 \$2,000.001 0.00 NM 1 \$2,000.00 Saturday Prime 10-11pm

Print Date: 10/30/12 17:16:43

KSNV

Page 6 of 7

Order / Rev:

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Advertiser:

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Product Desc:

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Flight Dates:

10/16/12 - 10/22/12

Estimate:

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|-------------------------|---------------------------|----------------------|------------------------------------|-----------------|----------------------------|----------------|--------|---|------------|-------|-------------------|
| | | | | | | | | | | Spois | Amount |
| E45 KSNV | 10/20/1 | 2 10/20/12 | Sat PR 10-11p Saturday Prime 10 | CM 1.11nm | 10-11pm | S | :- :30 | 1 \$2,000.001 | 0.00 NM | 7 | \$2,000.00 |
| SVU | | | Saturday Printe It | - i ibiii | | | | | | | |
| | rt Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | |
| Week: 10/ | 15/12 | 10/21/12 | S- | 1 | \$2,000.00 | 0.00 | | | | | |
| E46 KSNV | 10/21/1 | 2 10/21/12 | NFL Football | CM | 1P-9PM | | ·S :30 | 1 \$10,000.001 | 0.00 NM | 1 | \$10,000.00 |
| | | | NFL Football | | | | | | | | |
| SNF | | | 307 3 3 | 0 | ь. | 5.0 | | | | | |
| <u>Sta</u> Week: 10/ | rt Date | End Date 10/21/12 | <u>Weekdays</u> S | Spots/Week | <u>Rate</u> \$10,000.00 | Rating 0.00 | | | l | | |
| | | | News 3 Live in Prir | | 7-10pm | 0.00 | ·s :30 | 1 \$1,800.001 | 0.00 NM | 1 | \$1,800.00 |
| C4) (ONV | 10/2 1/1 | 2 10/21/12 | News 3 in Prime | TIG OW | 7-10pm | | 3 .00 | Ι ψ1,000.001 | 0.00 IVIVI | 1 | Ψ1,000.00 |
| NEWS / | AFT NFL | i | | | | | | | | | |
| <u>Sta</u> | rt Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | Rating | | | | | |
| Week: 10/ | 15/12 | 10/21/12 | s | 1 | \$1,800.00 | 0.00 | | | | | |
| E48 KSNV | 10/22/1 | 2 10/22/12 | M-F News 3 at Ele | | 11pm-1135pr | n M | :30 | 1 \$1,200.001 | 0.00 NM | 1 | \$1,200.00 |
| NEWS | | | M-F News 3 at Ele | even | | | | | | | |
| | rt Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | |
| Week: 10/ | | 10/28/12 | M | | \$1,200.00 | 0.00 | | | | | |
| | | | M-F News 3 at Ele | | 11pm-1135pr | | :30 | 4 \$1,200.001 | 0.00 NM | 4 | \$4,800.00 |
| | | | M-F News 3 at Ele | | | | | . • • • • • • • • • • • • • • • • • • • | | · | 4 1,000100 |
| NEWS | | | | | | | | | | | |
| | <u>rt Date</u> | End Date | | Spots/Week | Rate | Rating | | | | | |
| Week: 10/ | | 10/21/12 | -TWTF | | \$1,200.00 | 0.00 | | | | | |
| E 50 KSNV | 10/20/1 | 2 10/20/12 | Sa-Su News 3 at E | | 11pm-1135pr | η | 5~ :30 | 1 \$1,100.001 | 0.00 NM | 1 | \$1,100.00 |
| NEWS | | | Sa-Su News 3 at I | ±ieven | | | | | | | |
| | rt Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | |
| Week: 10/ | | 10/21/12 | S- | | \$1,100.00 | 0.00 | | | | | |
| E 51 KSNV | 10/21/1 | 2 10/21/12 | Sa-Su News 3 at E | ElevenCM | 11pm-1135pr | n | -s :30 | 1 \$1,100.001 | 0.00 NM | 1 | \$1,100.00 |
| | | | Sa-Su News 3 at I | Eleven | | | | | | | |
| NEWS | | | | | | | | | | | |
| <u>Sta</u> Week: 10/ | rt Date | End Date | <u>Weekdays</u> S | Spots/Week | <u>Rate</u> \$1,100.00 | Rating | | | | | |
| | | 10/21/12 | The Tonight Show | | 1135p-1237a | 0.00 M | :30 | 1 \$500.001 | 0.00 NM | 1 | \$500.00 |
| E 52 KSINV | 10/22/1 | 2 10/22/12 | Tonight Show | CIVI | 1135p-1231a | | ,50 | 1 \$500,001 | U.UU MINI | , | φ300.00 |
| NEWS | | | romgrit onon | | | | • | | | | |
| Sta | <u>ırt Date</u> | End Date | <u>Weekdays</u> | Spots/Week | Rate | Rating | | | | | |
| Week; 10 | 22/12 | 10/28/12 | M | 1 | \$500.00 | 0.00 | | | | | |
| E 53 KSNV | 10/16/1 | 2 10/19/12 | The Tonight Show | CM | 1135p-1237a | TWTF | :30 | 4 \$500.001 | 0.00 NM | 4 | \$2,000.00 |
| NEMO | | | Tonight Show | | | | | | | | |
| NEWS | et Data | End Data | Wookdove | Snote Micak | Pate | Poting | | | | | |
| <u>ى د</u> .01 :Week | <u>irt Date</u> /15/12 | End Date 10/21/12 | <u>Weekdays</u> -TWTF | Spots/Week 4 | | Rating 0,00 | | | | | |
| | | | Late Night w/Fallo | . —— | 1237a-136an | | :30 | 4 \$250,001 | 0.00 NM | 4 | \$1,000.00 |
| LOT RORY | 10/10/ | 12 10,10,12 | Late Night w/Fallo | | 12014 70041 | ., | ,24 | . 4200,00 | 2.22 | | 4.1000.00 |
| FALLO | N | | · · | | | | | | | | |
| | art Date | End Date | <u>Weekdays</u> | Spots/Week | | Rating | | | | | |
| Week: 10 | | 10/21/12 | -TWTF | 4 | ***** | 0.00 | | | | | |
| E 55 KSNV | 10/22/1 | 12 10/22/12 | | | 1237a-136ar | n M | :30 | 1 \$250.001 | 0.00 NM | 1 | \$250.00 |
| FALLÓ | N | | Late Night w/Fallo | ш | | | | | | | |
| | art Date | End Date | Weekdays | Spots/Week | Rate | Rating | | | | | |
| Week: 10 | | 10/28/12 | M | 1 | \$250.00 | 0.00 | | | | | |
| E 56 KSNV | | | Last Call w/Carso | n DalyCM | 136-205am | -TWT- | :30 | 3 \$175.001 | 0.00 NM | . 3 | \$525.00 |
| | | | Last Call w/Carso | - | | | | | | | |
| CARSO | | | | | | | | • | | | |
| | art Date | End Date | Weekdays | Spots/Week | | Rating | | | | | |
| Week: 10 | | 10/21/12 | -TWT | <u> </u> | | 0.00 | 120 | 1 0175.004 | O OO NIBA | | ゆ47に へへ |
| E 57 KSNV | 10/22/ | 12 10/22/12 | | СМ | 136-205am | M | :30 | 1 \$175.001 | 0.00 NM | 1 | \$175.00 |

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Page 7 of 7

Order / Rev:

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10/16/12 - 10/22/12 Estimate:

| Ln Ch | Start | End | Inventory Code | Break | Start/End | Time | Days | Len | Spots | Rate F | ri Rtg Type | Snots | Amount |
|------------|----------------|------------|----------------------|------------|-------------|--------------|------|------|-------|-------------|----------------|-------|--------------|
| LIT OIT | Otart | Liid | Last Call w/Carso | | Otarvena | 11110 | Dayo | LOIT | Opoto | rate 1 | ii ittg Type | Орого | 7 tillount |
| | | | Last Call w/Cars | • | | | | | | | | | |
| CARSO | N | | | • | | | | | | | _ | | |
| <u>Sta</u> | rt Date | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | Rating | g | | | | | | |
| Week: 10/ | 22/12 | 10/28/12 | M | 1 | \$175.00 | 0.0 | 0 | | | | | | |
| E 58 KSNV | 10/20/1 | 2 10/20/12 | Saturday Night L | ive CM | 1130pm-1:0 | 02am - | S- | :30 | 1 | \$1,400.001 | 0.00 NM | 1 | \$1,400.00 |
| | | | Saturday Night L | .ive | | | | | | | | | |
| SNL | | | | | | | | | | | | | |
| | <u>rt Date</u> | End Date | <u>Weekdays</u> | Spots/Week | <u>Rate</u> | <u>Ratin</u> | _ | | | | | | |
| Week; 10/ | | 10/21/12 | S- | <u> </u> | \$1,400.00 | 0.0 | _ | | | | | | |
| E 59 KSNV | 10/21/1 | 2 10/21/12 | Sports Night in L | _ | Sun 1135p- | -1200a - | S | :30 | 1 | \$400.001 | 0.00 NM | 1 | \$400.00 |
| | | - | Sports Night in L | .as Vegas | | | | | | | | | |
| | S NIGHT | | | O (811) | ъ. | Ph. 11 | | | | | | | |
| | rt Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | Ratin | | | | | | | |
| Week: 10/ | | 10/21/12 | | 014 | \$400.00 | 0.0 | | .00 | | 40,000,004 | 0.00.184 | | 40.000.00 |
| N 60 KSNV | 10/18/1 | 2 10/18/12 | Thurs PR 10-11p | | 10-11pm | _ | T | :30 |) 1 | \$3,200.001 | 0.00 NM | 1 | \$3,200.00 |
| | | ma 1 m. / | Thursday Prime | • | - . | - | | | | | | | |
| | rt Date | End Date | <u>Weekdays</u> T | Spots/Week | Rate | Ratin | _ | | | | | | |
| Week: 10/ | | 10/21/12 | | 1 | \$3,200.00 | 0.0 | | | | ******* | | | |
| N61 KSNV | 10/19/1 | 2 10/19/12 | Fri 10-11p | CM | 10-11pm | - | F | :30 |) 1 | \$3,200.001 | 0.00 NM | 1 | \$3,200.00 |
| | | | Friday Prime 10 | | | | | | | | | | |
| | rt Date | End Date | <u>Weekdays</u> | Spots/Week | Rate | Ratin | - | | | | | | |
| Week: 10/ | 15/12 | 10/21/12 | F | 1 | \$3,200.00 | 0.0 | JU | | | | | | |
| - | | | | | | | | | | <u> </u> | Totais | 127 | \$101,550.00 |